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# U.S. Army Cadet Command, G2

## Marketing Branch Overview

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# Outline

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# Purpose

1. To inform new Western Region command teams of the mission, staff, and major duties and responsibilities of the G2's Marketing Division.
2. To inform you of your role in supporting the recruitment effort on behalf of U.S. Army Cadet Command and enhancing the public prestige of the U.S. Army and its Officer Corps.



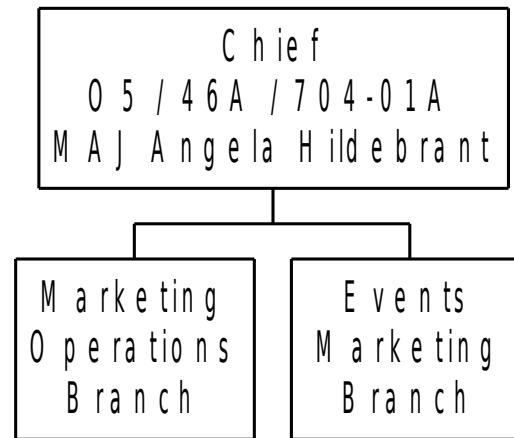
# References

- CCR-145-4  
Reserve Officers' Training Corps Marketing, Advertising, and Publicity to Support Enrollment
- CCR-145-6  
Green to Gold Program
- CCR-145-10  
Reserve Officers' Training Corps Guaranteed Reserve Forces Duty (GRFD) Program
- CCR-145-11 Reserve Officers' Training Corps Simultaneous Membership Program (SMP)
- CCR-145-17  
Reserve Officers' Training Corps Recruiting and Enrollment Planning



# Organization

## Marketing Directorate (G2)

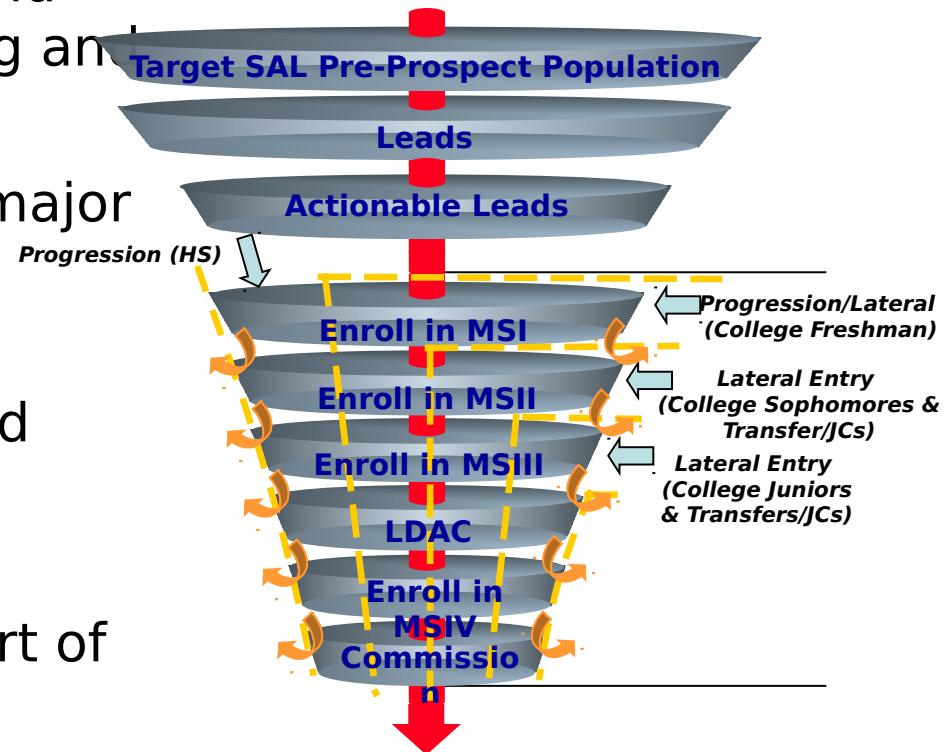




# Mission

In coordination with Accessions Command (USAAC), the Army Brand Group (ABG), and McCann Worldgroup (MWG),

- Plan, coordinate, conduct, and evaluate national advertising and direct marketing programs
- Plan, support, and conduct major national influencer-targeted conferences and events
- Develop print and web-based recruiter support tools
- Provide policy guidance and technical expertise in support of campus-level marketing, advertising, and recruiting programs





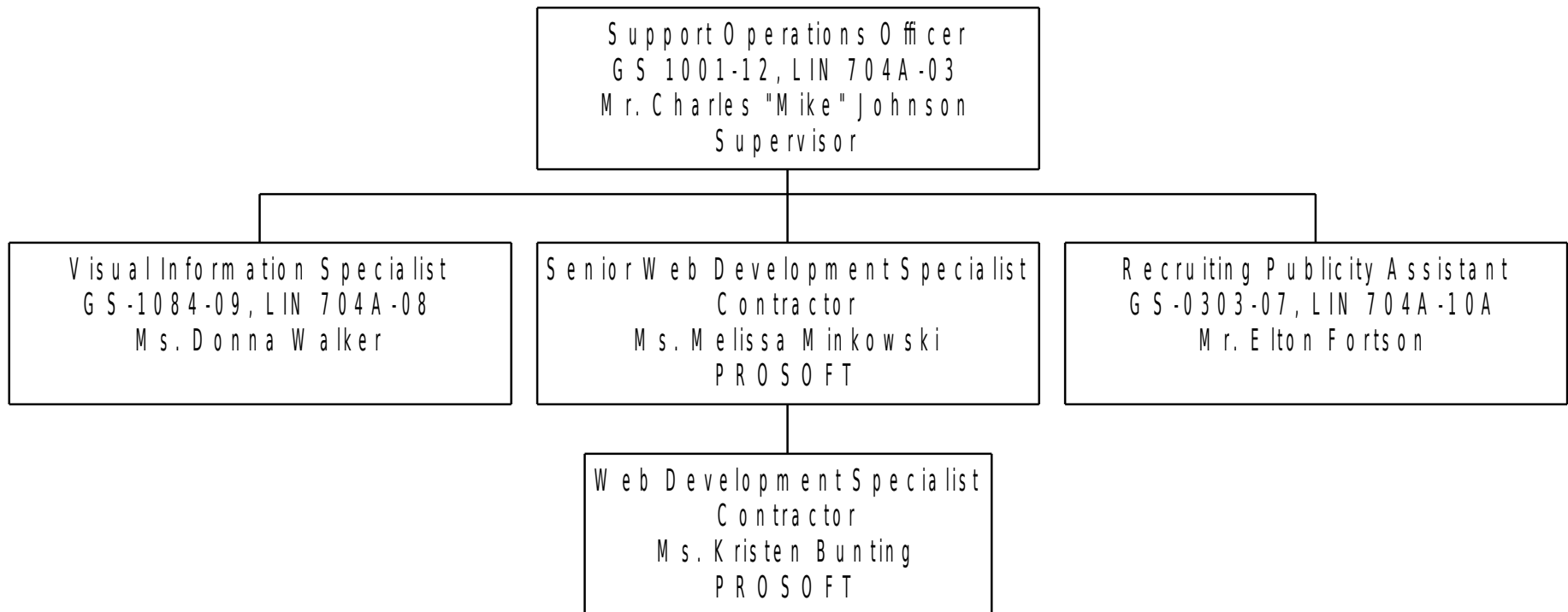
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# Marketing Operations Branch

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## Assigned Personnel



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# Marketing Operations Branch

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## Duties & Responsibilities

- Coordinate with USAAC, ABG, and national advertising agency on national marketing planning and execution.
- Represent USACC as part of the Army's "core" national marketing team.
- Provide marketing policy guidance for subordinate commands.
- Oversee execution of marketing funds allocated to HQCC.
- Plan, coordinate, and conduct national and local marketing programs for ROTC.
- Produce audio-video, print/ graphic, and web-based marketing and recruiter support tools.
- Manage the Milestone Recognition Items (MRI) program and oversee the inventory of marketing and recruiter support items to be available for HQCC and units in the field.

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# Marketing Operations Branch

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## FY 07 National Campaign Updates

- ABG published strategic plan on 6 September 2006
  - Delivered to the Army working group draft in August; finalized plan normally published in March
  - No new market research done specific to ROTC since 2001
- New agency, McCann Worldgroup, received Army's approval of operational plan on 5 October 2006
- Army workgroup reviewed formal proposal 2-3 November 2006
- New "ARMY STRONG" Campaign launched to the nation on 9 November 2006, the eve before Veteran's Day
- Key messaging study needs to be conducted prior to January 2007 in order for ROTC marketing program to begin

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# Marketing Operations Branch

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## FY 07 National Campaign Updates

- What's On Order:
  - Unplanned: ROTC inclusion on national DRTV-advertised DVD
  - Online advertising
  - Key RPI refresh; expected May 2007
  - Direct Mail/ E-mail (HS prospects, guidance counselors, college advisors, MS 09 LTC attendees and parents/ influencers)
  - Key Events focusing heavily on AACM and HCM
  - ROO Toolkit (six e-mail templates, five banners, local marketing guidebook); expected May 2007
  - ROTC Alumni Web-based network; still in concept phase
- New creative will imply task orders for supporting filming, photo shoots and on-campus interviews

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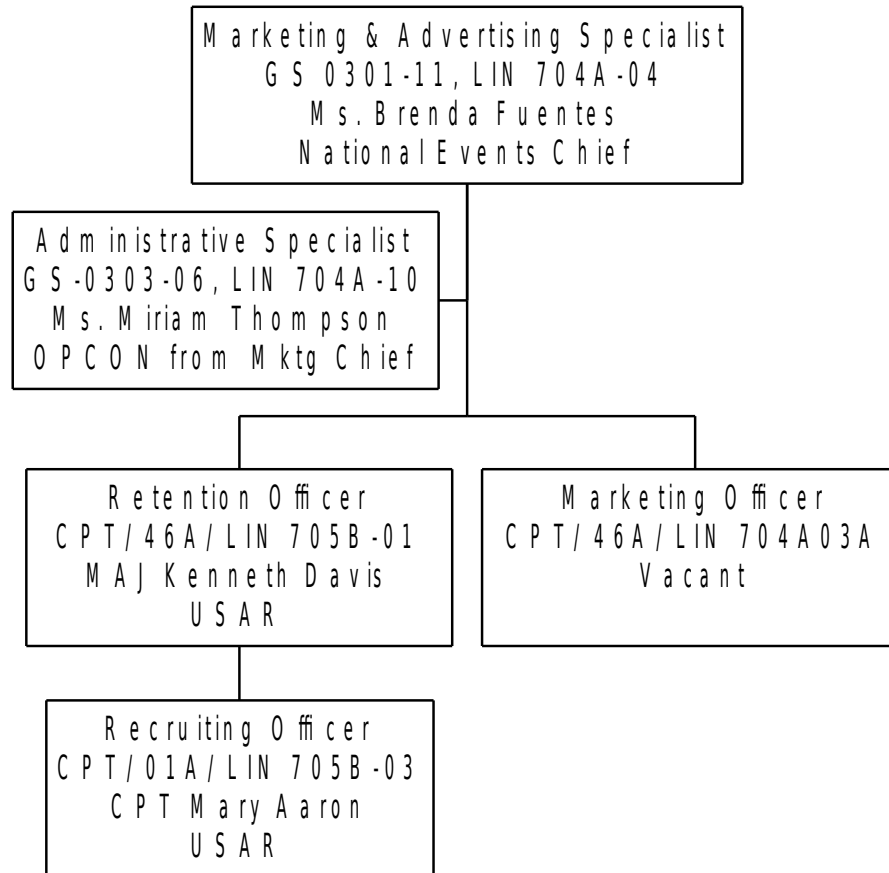
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# Events Marketing Branch

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## Assigned Personnel



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# Events Marketing Branch

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## Duties & Responsibilities

- Plan and execute command participation in national marketing events as directed by SOD, USAAC.
- Establish operational procedures and management controls that specify the sequence of actions, funding, personnel, and equipment requirements for effective execution.
- Manage and execute an annual budget of more than \$3.7 million.
- Assist, coordinate, and execute public relations initiatives.
- Request support from and advise USAAC Support Brigade (ASB) and Accessions Targeting Board (ATB) use of marketing assets across the U.S. intended to create Army awareness and generate recruiting leads.
- Advise 14 brigades and 273 host universities to support on-campus marketing as well as local leads-generating events in tandem with USAREC and USAAC.

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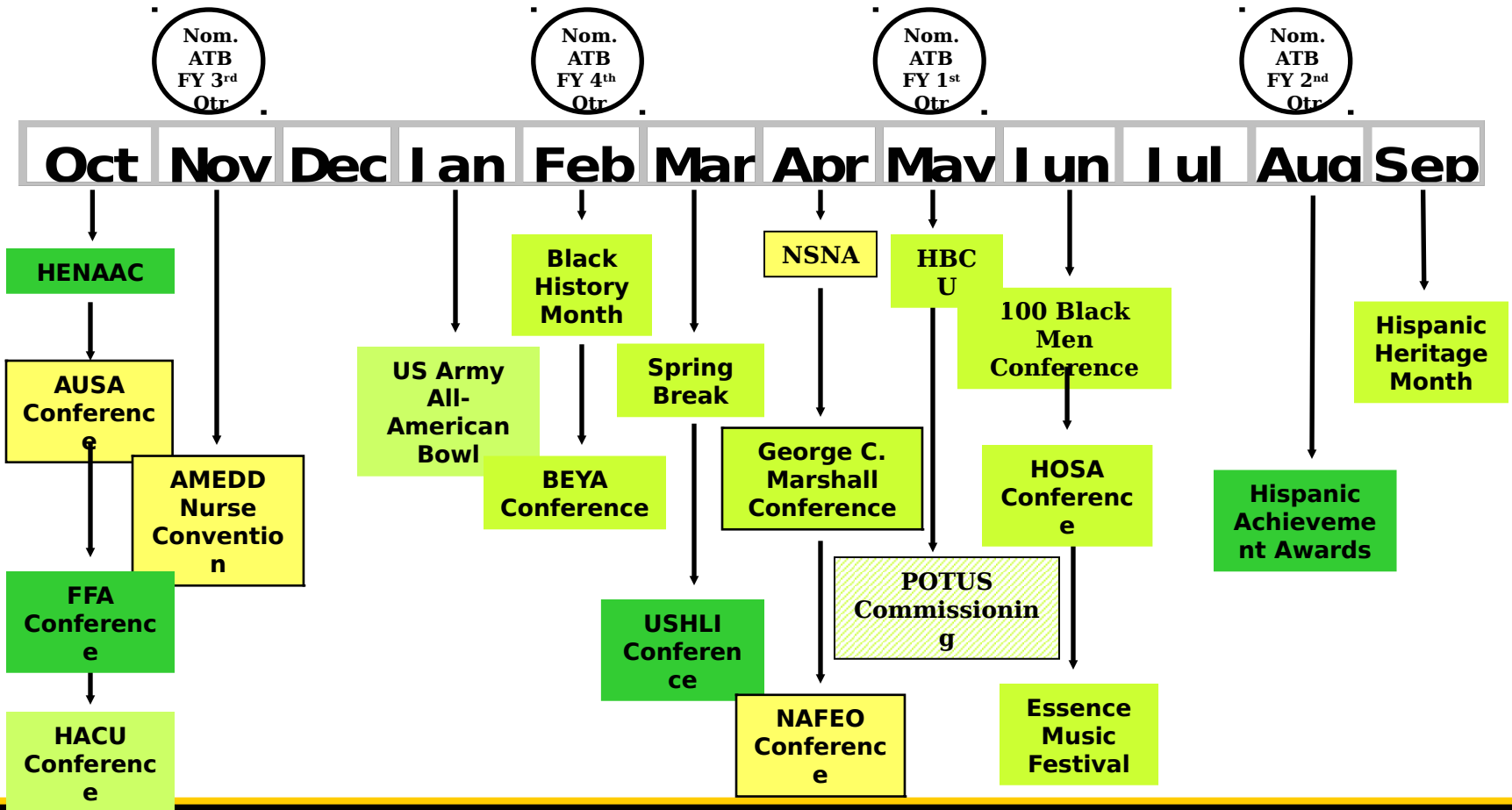
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# Events Marketing Branch

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## Annual Marketing Events Calendar



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# Events Marketing Branch

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## Ongoing Projects, Description and Status Report Quarterly ATB Process

Action	FY 1st Qtr	FY 2d Qtr	FY 3d Qtr	FY 4th Qtr
Criteria to Field	2nd Monday in Jan	2nd Monday in Apr	4th Monday in July	Last (5th) Monday in Oct
Nominations due	3rd Monday in Feb	3rd Monday in May	1st Monday in Sept	2nd Monday in Dec
SOD Consolidates	1st Friday in Feb	Last Friday in Jun	3rd Friday in Sept	3rd Friday in Dec
CAR Analysis	1st Monday in April	1st Monday in Aug	3rd Monday in Oct	1st Monday in Jan
Working Group	Tues -Thurs 2nd week in April	Tues -Thurs 2nd week in Aug	Tues -Thurs 1st week in Nov	Tues -Thurs 2nd week in Jan
ASB Supportability analysis	X	X	X	X
Council of Colonels	Last (4th) Wed in April	Last (5th) Wed in Aug	3rd Wed in Nov	Last (5th) Monday in Jan
CG Brief	2nd Wed in May	2nd Wed in Sept	1st Wed in Dec	2nd Wed in Feb
Oporder to Field	1st Wed in June	1st Wed in Oct	1st Wed in Jan	1st Wed in Mar

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# Target Audience

We have four key targets and several selling points that appeal to one or more targets:

- High School College-bound Juniors & Seniors (Scholar-Athlete-Leaders) and College Freshmen → ROTC Scholarship, PaYS
- College Freshmen & Sophomores (SALs) → ROTC Scholarship, PaYS, SMP
- Prior-service Military (Green-to-Gold or GI Bill) → ROTC Scholarship, PaYS, SMP
- Centers of Influence (parents, educators/guidance counselors, coaches, peers, national organizations, etc.) → ROTC Scholarship, PaYS, SMP



# Integration

## ASA, M&RA

- Establishes recruiting mission
- Approves national Army advertising

## Army Brand Group (ABG)

- Conducts market research
- Develops marketing strategy
- Ensures advertising agency develops tactics supportive of strategy and within budget

## McCann Worldgroup (MWG)

- Develops tactical marketing plan
- Develops proposal identifying tasks, labor, creative products
- timelines

## USAAC (SOD)

- Reviews agency's proposal
- Approves tactics and issues ad direction sheets (ADS) and task orders (TO)

## LOCAL MARKETING

## Brigades and Battalions

- Develop and execute REAPs and MAPs

## Regional S2

- Reviews and ensures proper execution of REAPs and MAPs
- Task brigades/battalions for local support of events

## NATIONAL MARKETING

## Regional Account Supervisor (RAS)

- Supervises radio and print ads

## USACC G2, Marketing

- Approves, vetoes creative concepts from MWG
- Establishes regulatory guidance
- Reviews local creative concepts





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# National Media

All tactics created and executed by the advertising agency:

- Recruiting Publicity Items (RPI)
  - Giveaway items such as brochures, booklets, folders that provide information on national programs
  - Also includes CD-ROMs or DVDs that are generally ordered by request and shown at recruiting or COI events
- Advertising Spots
  - Print, broadcast, web-based advertisements in national outlets
- Website ([www.goarmy.com/rotc/](http://www.goarmy.com/rotc/)) and host school homepages
- Direct Mail

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- Based on lists from HS students who score well on the PSAT, SAT, or ACT

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# Local Media

All tactics requested and executed by the battalion:

- Recruiting Publicity Items (RPI)
  - Customizable RPI that can be ordered through the recruiter store
  - May also print local marketing items within the guidelines of CC Pam 145-35 provided they do not duplicate national products available
- Advertising Spots
  - Requests submitted to RAS
- Direct Mail
  - Directed at eligible SALs on campus
- Exhibits



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# Questions?

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